ISSA® INTERCLEAN®
NORTH AMERICA

2015 BOOTH CONSTRUCTION GUIDELINES

Las Vegas Convention Center • Central Hall
Las Vegas, NV • October 20-23 , 2015

Organized by: ISSA

In association with: AMSTERDAM RAI

Recognized by: Trade Show Executive GOLD 100 — Honored by Trade Show Executive as one of The Top 100 Trade Shows of 2013 — Setting the Gold Standard for the Trade Show Industry

2013 TSNN Top 250 Trade Shows winner

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ISSA® INTERCLEAN® NORTH AMERICA

TERMS & CONDITIONS

The following Terms and Conditions are part of the Contract between the Exhibitor and ISSA. **Failure to comply therewith shall subject Exhibitor to the sanctions and penalties set forth.**

1. GENERAL PURPOSE AND SCOPE OF EXHIBITION

The purpose of ISSA/INTERCLEAN (hereinafter "Exhibition") is to promote business opportunities for products and services of interest to the general association membership.
Firms may exhibit subject to the following criteria:
The Exhibitor must own the exclusive rights to any and all products and brands that will be exhibited, or be the sole representative of such products for the United States.

- Firms rendering services to the cleaning industry may exhibit such services, subject to all other limitations and criteria regarding the Exhibition.
- Products and services exhibited must be consistent with the purpose of the Exhibition.
- Manufacturer Representatives (as defined in the ISSA Bylaws) are not eligible to exhibit.
- Branch members may exhibit but are subject to additional fees.

ISSA reserves the right to allow firms to exhibit, on a case-by-case basis, subject to the sole discretion of ISSA and without prejudice toward competition. Denial of the right to exhibit may be based on previous violations of ISSA policies and past performance at ISSA events.

2. REGISTRATION OF EXHIBITOR PERSONNEL

Only a firm's full-time employees and those individuals who are approved non-employees as per these Contract rules and regulations (i.e.: individuals representing advertising agencies, marketing consultants) may be registered as Exhibitor Personnel. Possible penalties include: confiscation of badges(s), removal from the trade show floor, and forfeiture of registration fees. In addition, penalties for a first violation may also include a $500 fine, suspension of membership, and suspension of show participation of one year. Penalties for a second violation may include a $1,000 fine, suspension of membership and suspension of show participation for at least two years. All penalties are to be determined and levied at the sole discretion of ISSA.

3. EXHIBITOR ENTERTAINMENT/MEETINGS

Exhibitor firms and Exhibitor personnel may not open a hospitality suite or schedule a meeting, meal function, or any other event away from the trade show floor during official Exhibition hours. Potential penalties include all penalties listed in section 2.

4. EXHIBITOR INTELLECTUAL PROPERTY

No Exhibitor may display any product or display or distribute any advertisements for a product that infringes upon the trademark, copyright or patent of another company. Exhibitor agrees to defend, at Exhibitor's expense, and to indemnify ISSA for any action brought against ISSA arising out of any dispute concerning Exhibitor's infringement upon the intellectual property of another.

5. APPLICATION

Each Exhibitor must submit an application for Exhibit space and all fees due to ISSA consistent with the Terms and Conditions provided herein. Exhibitor understands that submission of a signed Contract application and fees is only an offer to enter into a Contract, which ISSA may accept or reject at its own discretion. ISSA shall indicate acceptance by providing the Exhibitor with written notification of such acceptance, either by fax, e-mail or U.S. mail, at which time a binding Contract shall be established. Fees due with submission of an application shall include a non-refundable deposit equal to 33⅓% of the total cost of the desired Exhibit space PLUS the full amount of the administrative fee. Exhibitor must pay the balance of the total cost of the reserved Exhibit space by May 1 of the year in which the Exhibition is to be conducted, or the Exhibit space may be released. For Contract applications submitted after May 1, 2015, full payment for the Exhibit space is required at the time of application.

6. REFUND POLICY/CANCELLATION/SPACE REDUCTIONS/RELOCATION REQUESTS

Once an application and fees have been accepted by ISSA and Exhibit space has been assigned, a request for cancellation or reduction of Exhibit space must be made in writing to ISSA and will be considered final. A notification of cancellation or reduction in Exhibit space received by May 1, 2015 will be entitled to a refund of fees submitted minus the 33⅓% non-refundable deposit and the $450 administrative fee for any portion of space originally reserved and subsequently abandoned. Notifications of cancellation or reduction in space received after May 1, 2015 will not be entitled to any refund for the cancelled space.
Once space has been confirmed and committed to an Exhibitor, a request to change Exhibit location for any reason may be accepted at the sole discretion of ISSA and is subject to forfeiture of the non-refundable deposit on the original space.

7. SPACE ASSIGNMENT

When an Application for Exhibit Space and payment is submitted by the published deadlines, Exhibit space will be assigned and a confirmation will be provided by written notification to the Exhibit Contact noted on application. Exhibitors may reserve space in more than one location in ISSA's leased exhibit space at the sole discretion of ISSA. Initial space assignments will be made during the Booth Selection process. Exhibit Space will be assigned based on seniority and points.

SENIORITY: All new and returning member Exhibitors receive +1 Seniority Point each year it exhibits with continual membership. Seniority continues perpetually unless a former Exhibitor does not exhibit for two consecutive years, in which event it permanently forfeits all accumulated seniority.
POINTS: An Exhibitor will earn +1 booth point for each 100 square feet reserved for the current year only. These points only apply for the one-year affected. An Exhibitor can earn +1, +2 , +3 or +4 sponsorship points (Bronze, Silver, Gold, or Platinum) which will be credited toward the following year's booth drawing. In the event of mergers and acquisitions, seniority and points are not cumulative but the highest seniority and points of the merging firms will apply.
ISSA reserves the right to delete all seniority and points and deny admission of employees of a specific firm at the sole discretion of ISSA in the event that a firm, or employee of the firm, either: a) publicly makes statements that defame ISSA or ISSA/INTERCLEAN, or b) violates ISSA/INTERCLEAN policies, specifically in regard to registration of individuals, conduct of an unapproved event off the show floor, or conduct of an event that is considered in conflict with ISSA/INTERCLEAN.
ISSA reserves the right to rearrange the floor plan and/or relocate any Exhibit if deemed advisable in the best interests of the Exhibition at the sole discretion of ISSA.

8. SUBLEASING SPACE

Exhibitors may not assign, sublet, or apportion the whole or any part of space assigned, or permit any other party to exhibit therein, or distribute any other party's advertising materials, or permit use of such space for the purpose of promoting any business other than that of the Exhibitor assigned to the space.

9. DISPLAY METHODS

Common areas of the Exhibit hall, such as corridors, aisles, restaurants, or lounges may not be used for exhibiting goods or services, distributing literature, or making announcements. All demonstrations, sales activities, and distribution of circulars and promotional materials must be confined to the limits of the Exhibitor's Exhibit space.
Methods of display that, in the judgment of ISSA, are not designed to achieve the purpose of the Exhibition, will not be permitted. ISSA reserves the right to forbid and enjoin the admission or conduct of persons, and the distribution of printed or other material that, in the judgment of ISSA, are inconsistent with the purpose of the Exhibition.
Audio/visual, sound effects, lighting, music, entertainment, and other such activities are permitted provided the sound intensity, lighting or other actions do not interfere with the neighboring Exhibitors or their patrons' ability to conduct business or are otherwise judged by ISSA to be disruptive of the Exhibition. All such effects are subject to approvals or restrictions of the Exhibit Facility and ISSA.

10. FOOD AND BEVERAGE

Exhibitor may serve food and beverages, including alcoholic beverages, at its Exhibit space during Exhibit hours only if it has written authorization from ISSA and a written agreement with the official caterer of the Exhibit Facility. Exhibitors serving alcoholic beverages at their Exhibit space must provide ISSA with proof of insurance (consistent with paragraph 20, including host liquor liability coverage, naming ISSA as an additional insured). Exhibitor and its employees and agents shall not serve alcoholic beverages to anyone less than 21 years of age or to anyone regardless of age who is obviously intoxicated.
Exhibitor agrees to indemnify and hold ISSA harmless with respect to any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorneys fees, costs and other expenses incurred by ISSA on account of any alcohol served at Exhibitor's Exhibit space.

11. BOOTH ATTENDANTS

Each Exhibitor shall provide at least one booth attendant during Exhibit hours. Failure to comply with this provision shall subject the Exhibitor to the sanctions and penalties as set forth in Paragraph 26 All booth attendants must be bona fide employees of the Exhibitor, or the Exhibitor's Manufacturer Representative. In addition, Exhibitor may hire models to work in the Exhibit space. The attire of models employed by the Exhibitor and other booth personnel shall not exceed the boundaries of good taste as judged by ISSA in the exercise of its sole discretion. Subject to these rules and regulations, no Exhibitor personnel shall be in the booth of another Exhibitor without such Exhibitor's permission.

12. EXHIBITION SCHEDULE/INSTALLATION/ DISMANTLING

Exhibitor shall adhere to the Exhibition schedule and shall strictly observe the opening and closing hours each day of the Exhibition as set forth in the Exhibition schedule. The Exhibition schedule, set up and dismantling schedule will be published and provided to each Exhibitor in the Exhibitor Service Manual. Exact move-in date will be reflected on the Targeted Floor Plan, provided by the official contractor. No Exhibit shall be packed, removed or dismantled prior to the closing of the Exhibition. Any Exhibitor packing, removing or dismantling the Exhibit or leaving the booth unattended prior to the official closing of the Exhibition may be suspended from exhibiting at ISSA trade shows for at least one year, and/or may be subject to the penalties set forth in Paragraph 26.

13. DISPLAY MATERIALS

Booth decorative materials, including carpeting, must be of flame-retardant material or treated with an approved flame-retardant solution. Fabrics must pass the NFPA-701 code, and all other construction and decoration materials must pass the NFPA-703, chapter 2 code. Exhibit booth construction shall meet the requirements of 2003 NFPA 101,13.7.4.3.4. No combustible materials, merchandise, or signs shall be attached to, hung from, or draped over flame retardant sides or rear divider draperies, or attached to table skirting facing the aisles, unless flame-retardant. All flame-retardant material must be evidenced by a certificate of flame-retardant treatment by the manufacturer or

a sample will be required for field testing. If no certificate or acceptable test sample is available, the material must not be used.

Electrical wiring and equipment must comply with Federal, State, and Municipal fire codes and regulations. If inspection indicates that any Exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of the Exhibit as may be irregular. All packing containers, wrapping, and waste paper must be removed from the Exhibit hall floor, and no storage shall be permitted under the tables or behind displays.

Decorations, signs, banners, flags, streamers, or other articles may not be taped, nailed, tacked, stapled, or otherwise fastened to walls, floors, escalators, ceilings, columns, partitions, or trim of the exterior or interior walls of the Exhibit hall. Exhibitor shall not apply paint, lacquer, adhesive, or any other coating to Exhibit hall floors, walls, columns, or to the standard booth equipment. Exhibitor shall not injure, mar, or otherwise deface any part of the Exhibit hall, nor shall Exhibitor make any alterations or improvements to the Exhibition space. Adhesive-backed decals and stickers or labels may not be distributed in the Exhibit Facility. "Glitter" is not permitted in carpeted areas. Helium balloons or any other helium-filled objects may not be distributed in the building. Remote controlled blimps are not permitted in the building. Static helium balloon displays may be permitted with advance approval from the Exhibit Facility. Mylar balloons are prohibited.

Aerosol cans or other containers, which are labeled with flammable or combustible ingredients, are not permitted in the Exhibit hall unless they are empty cans. A supply for demonstration purposes may be allowed, if approved in advance by the Exhibit Facility.

14. EXHIBIT DESIGN CONSTRUCTIONS

Exhibit displays shall be limited to 8' 3" (2.5m) in height for a standard in-line booth. For in-line booths on the perimeter, the back wall will be permitted to a height of 22 feet.

An Island Exhibit of 1,200 square feet or larger will be permitted up to a maximum height of 30 feet. Smaller Island, Split-Island and Peninsula Exhibits of 1,199 square feet or less will be permitted up to a height of 22 feet. When a booth design exceeds 12 feet in height, the Exhibitor is to provide ISSA with a scaled drawing indicating all dimensions, both concept and construction, for approval by ISSA and/or the Exhibit Facility by no later than 60 days prior to the event. An Island or Split-Island Exhibit can be arranged based on the "cubic content" concept, which allows utilization of the total contracted Exhibit space. Peninsula booths, next to in-line linear booths, must adhere to the same reasonable sight guidelines from the aise, as linear in-line booths. Common walls above 8 feet will need to remain graphic free on any side facing an aisle, or neighboring booths, and must have a clean, finished look from all viewing points. The Exhibitor should take caution in selecting the booth space.

Exhibits having enclosed ceilings or "double-deckers" must comply with fire and safety regulations of the Exhibit Facility. Contact ISSA for complete information prior to the design or construction of your booth. Cross-Aisle booths must be equivalent in size and requires a minimum of two sets of 4 or more Standard In-Line (10' x 10') booths; or two Island booths 20' x 30' or larger and will be charged at 50% of space fees for aisle space. Exhibits and related structures must be designed and constructed in compliance with the public accommodation provisions of the Americans with Disabilities Act of 1991 (ADA). Please contact ISSA if you require assistance in this regard.

15. HANGING SIGNS

Hanging identification signs and/or graphics will be permitted up to the same height level as an Exhibit structure noted above. Signs must be 10' from the back-wall in a Peninsula or Split-Island configuration. Peninsula and split island hanging signs/graphics cannot exceed 50% of the corresponding dimension of the booth. A hanging sign must be reviewed and approved by ISSA and the Exhibit Facility at least 60 days prior to the Exhibition. An architectural stamped drawing may be required. Hanging signs are not permissible with standard in-line booths.

16. CONTRACTORS

Exhibitors who wish to use a contractor other than the "designated" official contractors to set up, service and dismantle their exhibits, may do so provided both the exhibitor and Exhibitor Appointed Contractor comply with the rules and policies. Complete guidelines will be included in the Exhibitor Service Manual that will be provided to each exhibiting company 90 days in advance of the show.

Where union labor is used or required, it is the responsibility of the Exhibitor to comply with local rules and regulations.

17. MUSIC, PHOTOGRAPHS AND OTHER COPYRIGHTED MATERIAL

The Exhibitor is responsible for obtaining necessary licenses and permits to use music, photographs, or other copyrighted material. The Exhibitor shall remain liable for and shall indemnify and hold the ISSA, their agents, and employees harmless from all loss, cost, claims, causes of action, suits, damages, liability, expenses, and costs, including reasonable attorneys' fees, arising from or out of any violation or infringement (or claimed violation or infringement) by Exhibitor, Exhibitor's agents, or employees of any patent, copyright or trade secret rights or privileges.

18. SMOKING

In compliance with State law, smoking is not permitted in the Exhibit Facility.

19. LIABILITY AND INDEMNIFICATION

At the conclusion of the Exhibition, the exhibiting firm must surrender space occupied by it in the same condition as it was at the time the space was initially occupied. The Exhibitor is responsible for all damage to the Exhibit hall, and for the defense and payment of any and all claims, demands, and suits on account of any alleged injury or death to individuals, or damage to property, occurring in the Exhibitor's booth space or elsewhere because of the acts or omissions of the Exhibitor, its officers, employees, agents, licensees, invitees or contractors.

Exhibitor agrees to indemnify and hold harmless ISSA and the Exhibit Facility from and against any and all claims, demands, actions, causes of actions, penalties, judgments, and liabilities of every kind and description (including court costs and reasonable attorneys' fees) which may arise from or be asserted in connection with: the foregoing undertakings and responsibilities of the Exhibitor, including but not limited to the installation, maintenance, and/or removal of the Exhibitor's Exhibit display; failure to conduct the Exhibition as scheduled; failure to provide Exhibit space; or by any other act of ISSA or the Exhibit Facility except for acts of negligence.

Neither ISSA, its service contractors, nor the owners of the Exhibit Facility, their agents, contractors, or employees are liable for injuries to any person or for damage to property owned or controlled by the Exhibitor, which damages or injuries may be claimed to be incident to or arising from or in any way be connected with the Exhibitor's occupation of display space or the acts or omissions of Exhibitor's officers, employees, agents, contractors, licensees, or invitees, except for claims for damages or injuries caused by or resulting from the willful or wanton misconduct of ISSA or the owners of the Exhibit Facility and their respective officers, agents, and employees.

The Exhibit Facility, ISSA or the service contractors will not be responsible for the loss of or damage to any property in storage, while in transit to or from the Exhibit building or while in the Exhibit building. All property of the Exhibitor shall be deemed to remain under the Exhibitor's custody and control in storage, in transit to and from and within the confines of the Exhibit hall even though it may at any time be under the temporary control or direction of ISSA or its service contractors.

20. INSURANCE

Exhibitor agrees to maintain comprehensive general liability insurance, including contractual liability insurance, against claims for personal and bodily injury, death, or property damage incident to, arising out of or in any way connected with the Exhibitor's participation in the Exhibition, in an amount not less than one million dollars ($1,000,000) per occurrence, three million dollars ($3,000,000) aggregate for personal injury, death, or property damage in any one occurrence and be prepared to furnish a certificate of insurance to the ISSA if requested. Such insurance shall include coverage of the Exhibitor's indemnification obligations under Section 20 of this Agreement and shall name ISSA as an additional insured under such policies.

Each Exhibitor is responsible for obtaining its insurance coverage at its own expense, such insurance for its Exhibit and display materials. Such insurance should cover all risks (liability, fire, theft, damage, etc., from place of shipment to Exhibit Facility and return, including the period in which the Exhibit/materials remain in the Exhibition. All policies shall contain an express waiver by the Exhibitor's insurance company of any right to subrogation as to any claims against ISSA, its officers, directors, agents, or employees.

In the event Exhibitor opts to serve alcoholic beverages at its Exhibit space, Exhibitor shall also comply with the insurance requirements, including host liquor liability coverage, as set forth in Paragraph 10.

21. SECURITY

Each Exhibitor is responsible for safeguarding its goods, materials, and Exhibit at all times. Security service will be provided by ISSA on a 24-hour basis beginning with move-in through move-out. Although reasonable precautions are taken to protect property, neither ISSA nor the guard service is responsible for any loss or damage to property or persons.

22. UNOCCUPIED SPACE

Any space not claimed or occupied by noon, the day before the Exhibition opens, and for which no special arrangements have been made with ISSA, may be resold or reassigned by ISSA without any obligation for refund of amount paid.

23. UNFORESEEN RELOCATION

In the event that the Exhibition is unable to open at its planned site because of circumstances beyond the control of ISSA, other than for force majeure events as described in paragraph 25 herein, Exhibitor hereby gives ISSA full authority to relocate the site of the Exhibition and, if displays, goods and materials are already on hand at the original site, to move those items to the new site. In such event, ISSA reserves the right to cancel the Exhibition if ISSA cannot so relocate the Exhibition. If ISSA cancels the Exhibition, all amounts paid by Exhibitor shall be refunded less any amount necessary to cover expenses incurred by ISSA in connection with the Exhibition. Exhibitor agrees that ISSA shall not be responsible for damages or losses to the Exhibitor arising from acts performed by ISSA in good faith.

24. FORCE MAJEURE

The Exhibition is subject to acts of God, acts of war, terrorism, government regulation, disaster, fire, strikes, civil disorder, curtailment of transportation facilities preventing or unreasonably delaying attendees and guests from appearing at ISSA/INTERCLEAN, or other similar cause beyond the control of ISSA making it inadvisable, illegal, or impossible to hold the Exhibition. This Contract may be terminated without penalty for any one or more of such reasons by written notice from ISSA to the Exhibitor. If the Contract is so terminated by ISSA, all amounts paid by Exhibitor shall be refunded less any amount necessary to cover expenses incurred by ISSA in connection with the Exhibition.

25. COMPLIANCE WITH LAWS, REGULATIONS, AND TERMS & CONDITIONS

Exhibitor is charged with knowledge of and agrees to act in conformance with all statutes, ordinances, rules, orders, regulations and directions which are in force or applicable during the Exhibition, issued, adopted, or enhanced by the federal or state governments or any department, bureau, or office thereof. Exhibitor understands and accepts that the Terms and Conditions, display guidelines, and other such rules and regulations are integral and binding parts of this Contract, and that ISSA reserves the right to modify such terms and conditions at its sole discretion. Exhibitor agrees to abide by the policies and rules and regulations of the Exhibit Facility.

26. VIOLATIONS

ISSA shall have the full power and authority to interpret and enforce all rules and regulations. ISSA reserves the right to amend, revise or otherwise modify these rules and regulations at any time in the exercise of its sole discretion. Exhibitor agrees to observe all rules and regulations as promulgated and revised from time to time. Failure to comply with such rules and regulations will result in one or more sanctions imposed at the sole discretion of ISSA including, but not limited to, prohibition, expulsion, and/or removal of any Exhibit and/or Exhibitor, its employees, or booth personnel; closing of an Exhibit or display; forfeiture of all fees of any kind paid in connection with such Exhibit; loss of seniority as set forth in Section 5 hereof; suspension and/or expulsion from future shows; and loss of membership in ISSA.

27. OUTDOOR EXHIBITS

All Rules and Regulations approved by Exhibition Management shall be applicable to outdoor exhibits except the part pertaining to height restrictions. Exhibitors using outdoor space may erect temporary shelters for protection from elements. All expenses associated with such shelter are to be borne by the exhibitor. If any exhibitor does erect a temporary structure, it must be totally within the confines of the space so allocated. Mobile, offices, recreational vehicles, or mobile homes are permitted, but cannot be moved from their assigned outdoor space during the Exhibition period or after the installation until the dismantling period.

Overhead canopies or simulated ceilings are also permitted. Exhibitors renting or leasing trailers, recreational vehicles, temporary structures or other such structures are prohibited from using the sanitary facilities associated with or a part of the structure or vehicle.

28. BUILDING, MOBILE OFFICES, TENTS

Due to regulations set by the Clark County fire Marshal, all exhibitors placing buildings, mobile offices, and/or tents must supply Exhibition Management with a drawing detailing the exact placement of the structure. Exhibitors must adhere to the TG-65 procedures set by the Clark County Fire Department. These regulations will be sent to all outdoor exhibitors.

29. OPERATING EQUIPMENT IN OUTDOOR AREAS

Operating Equipment must be confined to the space assigned to the exhibitor.

The pavement is an asphalt surface and the recommended load limit from LVCVA is 250 pounds per sqft. Any piece of equipment that is over 250 pounds per sqft. Should be trench plated and the Facilities Department at LVCVA must be notified prior to the installation of the equipment. The equipment cannot break into the surface unless written permission is received from LVCVA and Exhibition Management.

Anchoring equipment into the surface of the pavement is permitted; however, approval from LVCVA is required and the area must be restored to its original condition at the expense of the exhibitor at the conclusion of the Exhibition. However, drilling and/or anchoring into the concrete portion of the lot is not permitted by LVCVA.

Companies demonstrating their equipment in action are permitted to build up the interior of the exhibit area with sand, gravel, stones, etc. however the material must be enclosed with railroad ties, concrete block walls, etc. to retain the material inside the stand area.

Gasoline and diesel engines can be operated outdoors only and there is no restriction on the height of the equipment being demonstrated as long as the exhibitor's equipment remains inside the perimeter of their space.

There are no utilities other than electrical in the outdoor exhibit areas. Exhibitors must arrange utilities required at their own expense.

An exhibit with "motion" must be adequately safeguarded.

30. OUTDOOR CANOPIES AND/OR TENT STRUCTURES

All exhibitors placing buildings, mobile offices and/or tents that will be anchored into the surface of the pavement must submit a detailed drawing with the exact placement of the structure to the LVCVA Customer Account Manager for approval no later than August 1, 2015. The exhibitor and their appointed contractors must adhere to the TG-65 procedures set by the Clark County Fire Department. These regulations will be sent to all outdoor exhibitors. The LVCVA fire and safety regulations are included as an attachment to the Exhibition rules and regulations.

31. LANDSCAPING MATERIALS

Exhibitors are required to remove and dispose of all landscaping materials (including but not limited to sand, stone, gravel, dirt, mulch, railroad ties, carpet, exhibit materials, etc.) placed in their exhibit stands. Exhibitors will be charged for the removal and disposal of any materials left in the exhibit stand at the close of the dismantling period.

32. INFLATABLE OBJECTS

Helium filled balloons and other inflatable objects are permitted in outdoor spaces as long as the objects are within the confines of the assigned space. No hot air balloons will be permitted. Exhibition Management and the Customer Account Manager at the LVCC must approve the use of balloons. Balloons must be at least 36" in diameter and must be tethered. Balloons cannot be used as a giveaway.

Helium gas cylinders for refilling must be secured in an upright position on safety stands with the regulators and gauges protected from damage. Overnight storage of helium or compressed air cylinders in the building is prohibited.

33. GOVERNING LAW

These rules and regulations and the underlying Contract for Exhibit space shall be governed by and construed in accordance with the laws of the State of Illinois.

LINEAR (STANDARD)/CORNER BOOTH

Linear booths are also called “in-line” or standard booths. They are arranged in a straight line and have neighboring exhibitors on their immediate left and right, leaving only one side exposed to the aisle. Corner booths are located at the end of a series of in-line booths with exposure to intersecting aisles on two sides.

HEIGHT:

Exhibit Fixtures and components are permitted to a maximum height of 8’3” (2.5m).

INTENT: If a portion of the exhibit booth extends above 8’3”(2.5m) high, the exhibit booth background will detract from the overall impact of the exhibit directly behind the booth regardless of how the back of the offending exhibit is finished.

DEPTH:

All display fixtures over 4’0” in height and placed within 10 linear feet (3.05m) of an adjoining exhibit must be confined to that area of the exhibitor’s space which is at least 5’0” from the aisle line.

INTENT: Each exhibitor is entitled to reasonable sightline from the aisle regardless of the size of exhibit. Exhibitors with larger space- 30 linear feet or more (9.14m) or more- should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4’0” (1.22m) and within 10 linear feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

STRUCTURAL INTEGRITY:

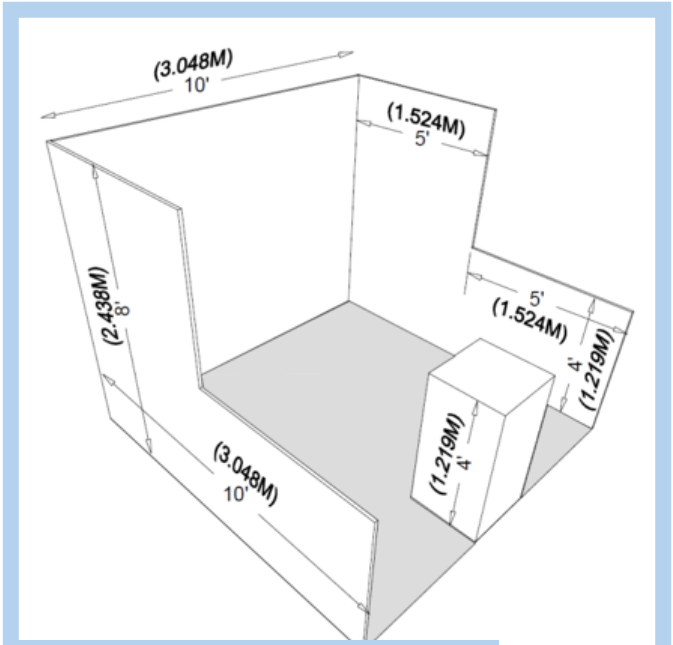
All exhibit fixtures, especially portable or “pop-up” booths must be erected in a manner to withstand normal contact or vibration due to outside forces such as wind, the movement of fork-lifts, heavy machinery, or equipment, and unintentional contact on the park of cleaners, laborers, or neighboring exhibitors. Exhibit fixtures should always be erected on a concrete floor (or carpet) and the use of shelves and racks for product or literature display should only be attempted with fixtures designed to withstand such loading.

INTENT: Exhibitors adjoining portable or “pop-up” booths are entitled to reasonable safety precautions.

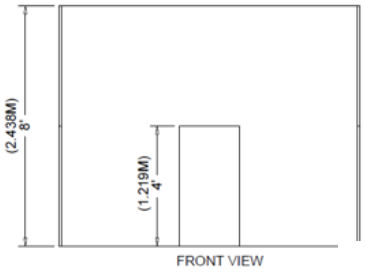
STORAGE:

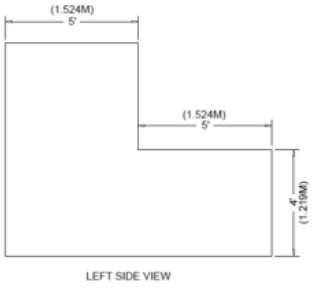
Exhibitors are reminded that the storage of excess literature, product, or packing materials and cases behind the exhibit back drape is strictly prohibited in every major exhibit facility in the U.S. In most cases, a limited supply of literature and/or product may be stored within the booth area, as well as fire retardant shipping cases, as long as these materials do not block access to the utility service or appear unsightly from the aisle.

INTENT: Exhibitors with small exhibit presentations who have purchased portable or “pop-up” displays and who do not require the service of the labor or drayage contractor should be allowed to keep their materials within the confines of their rented booth space, as long as they do not create a safety problem or appear unsightly to neighboring exhibits.



10’ X 10’ LINEAR BOOTH



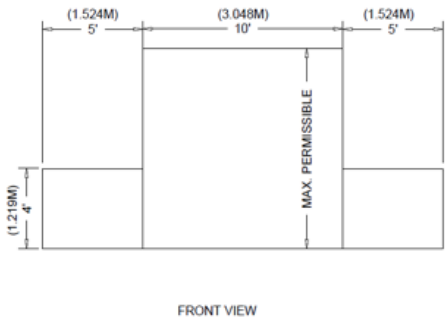


IMPORTANT:

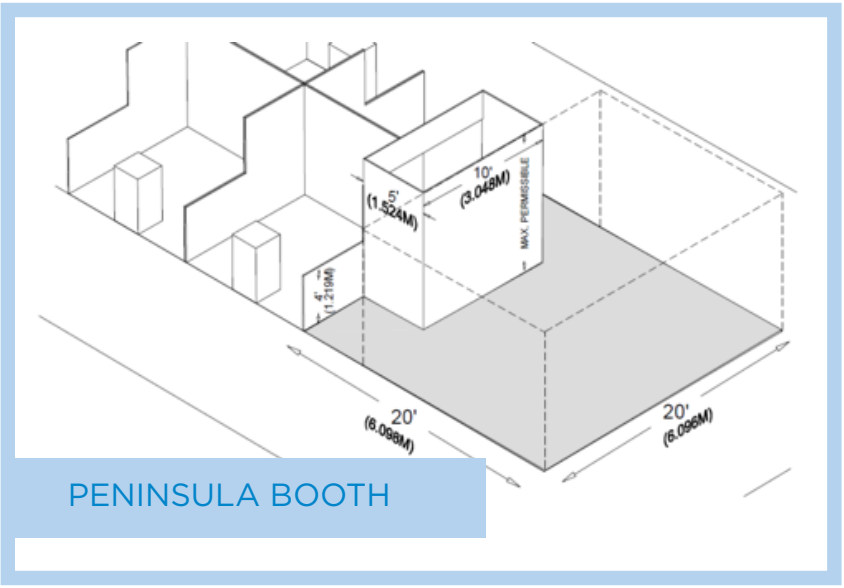
All common walls above 8 feet, for any booth type, will need to remain graphics free on any side facing an aisle, or neighboring booth, and must have a clean, finished look from all viewing points.

PENINSULA BOOTH
(Booth Approval Needed)

A peninsula booth is exposed to aisles on three sides that is backed up into a row of linear booths. The minimum size of a peninsula booth is 20'x20' (400 Sq. Ft.).



FRONT VIEW



PENINSULA BOOTH

HEIGHT:

Exhibit Fixtures and components and identification signs are permitted to a maximum height of 22' provided written approval is received from ISSA 60 days prior to the show.

INTENT: When a peninsula booth configuration exceeds 8'3" it does not interfere with neighboring exhibitors because it does not back up against another booth's back wall. The extra height is often needed to permit the open walk-through approach normally used in this type of location. The height limitation has been set to avoid undue competition between exhibitors to see who can go the highest and be seen the farthest with each negating the other's efforts.

DEPTH:

All display fixtures over 4'0" in height and placed within 10 linear feet (3.05m) of an adjoining exhibit must be confined to that area of the exhibitor's space which is at least 5'0" from the aisle line. In the event that the adjoining exhibit is a peninsula booth, display fixtures will be permitted to the maximum height allowed within the entire booth.

INTENT: Exhibitors adjoining peninsula exhibits are entitled to the same responsible sightline from the aisle as they would expect if they are adjacent to an exhibitor with a standard booth.

STRUCTURAL INTEGRITY:

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures, components exceeding 12'0" (3.66m) in height must have drawings available for inspection by ISSA, the installation and dismantle contractor, the exhibitor, and governmental authority during the time the exhibit is being erected, exhibited, and dismantled at the show site that include a signature or stamp of reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company inciating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.

INTENT: Exhibitors in the vicinity of peninsula exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

HANGING SIGN (approval needed):

Hanging identification signs and graphics will be permitted to the same height level as the exhibit structure, and must be at least 12' off of the floor, provided written approval is received from ISSA. Floor to ceiling banners will be permitted provided they are set back at least 50% of the booths width dimension from the back line of the booth. All hanging signs must be set back at least 10' from the back wall of the booth. Hanging signs will be permitted to a total length on each side of up to 50% of the corresponding dimension of the booth. View additional hanging sign guidelines on page 3.

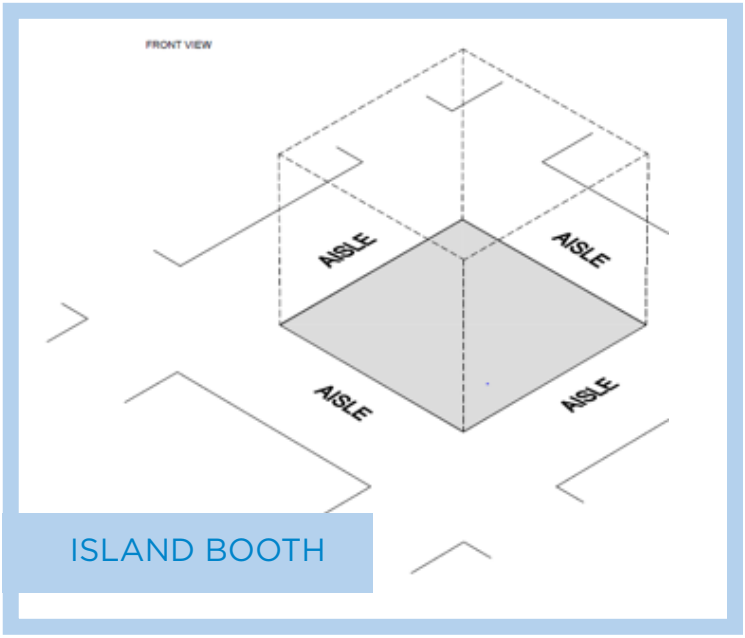
IMPORTANT:

All common walls above 8 feet, for any booth type, will need to remain graphics free on any side facing an aisle, or neighboring booth, and must have a clean, finished look from all viewing points.

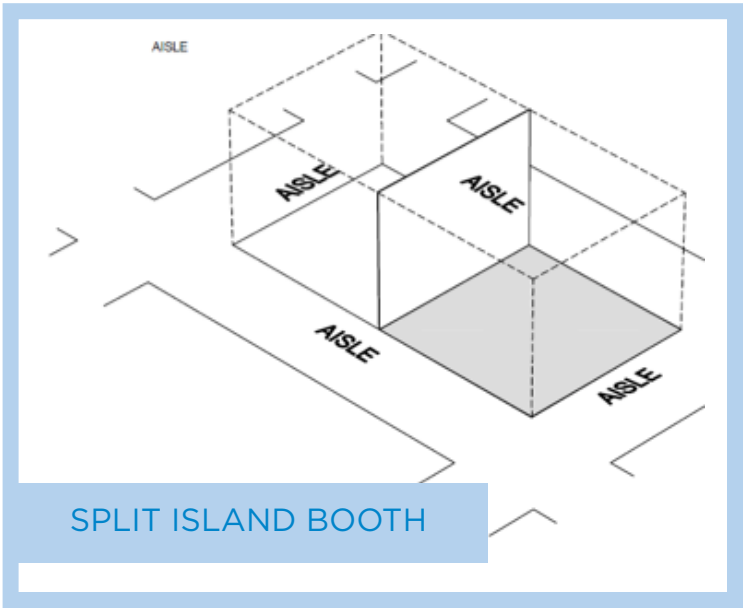
Exhibitors are cautioned when installing displays with a ceiling or second level, to check with the local fire department and exhibit facility to ensure their display meets fire precautions involving smoke alarms, fire extinguishers, sprinklers, etc.

ISLAND/SPLIT ISLAND BOOTH *(Booth Approval Needed)*

A split island booth is a peninsula booth which shares a common back wall with another split island booth. An island is any size booth exposed to aisles on all four sides. There are no line of sight restrictions, as with linear booths.



ISLAND BOOTH



SPLIT ISLAND BOOTH

IMPORTANT:
All common walls above 8 feet, for any booth type, will need to remain graphics free on any side facing an aisle, or neighboring booth, and must have a clean, finished look from all viewing points.

Exhibitors are cautioned when installing displays with a ceiling or second level, to check with the local fire department and exhibit facility to ensure their display meets fire precautions involving smoke alarms, fire extinguishers, sprinklers, etc.

HEIGHT:
Exhibit fixtures, components and identification signs will be permitted to a maximum height of 22' for exhibits 1,199 square feet or smaller, and 30' for exhibits 1,200 square feet or larger, provided written approval is received from ISSA 60 days prior.

INTENT: The height limitation has been set to avoid undue competition between exhibitors to see who can go the highest, or be seen the farthest with each negating the other's efforts.

DEPTH:
Because an island/split island is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.

STRUCTURAL INTEGRITY:
All multi-story exhibits regardless of whether people will occupy the upper area of nor, and all exhibit fixtures and components exceeding 12'0" (3.66m) in height must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor, and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that includes a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.

INTENT: Exhibitors in the vicinity of peninsula exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

HANGING SIGNS:
Hanging identification signs and graphics will be permitted to the same height level as the exhibit structure, and must be at least 12' off of the floor, provided written approval is received from ISSA. Floor to ceiling banners will be permitted provided they are set back at least 50% of the booths width dimension from the back line of the booth. All hanging signs must be set back at least 10' from the back wall of the booth. Hanging signs for split islands will be permitted to a total length on each side of up to 50% of the corresponding dimension of the booth. Island booths are permitted to hang any sign so long as it stays within height guidelines, is at least 12'0" off of the floor, and stays within the rented exhibit space. View additional hanging sign guidelines on page 3.

PERIMETER BOOTH *(Booth Approval Needed)*

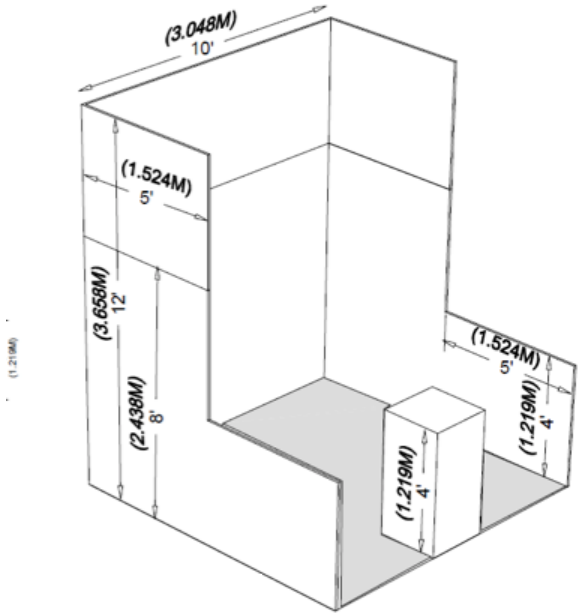
A perimeter booth is a linear booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

HEIGHT:
Exhibit Fixtures and components are permitted to a maximum height of 16'0" (4.88m).

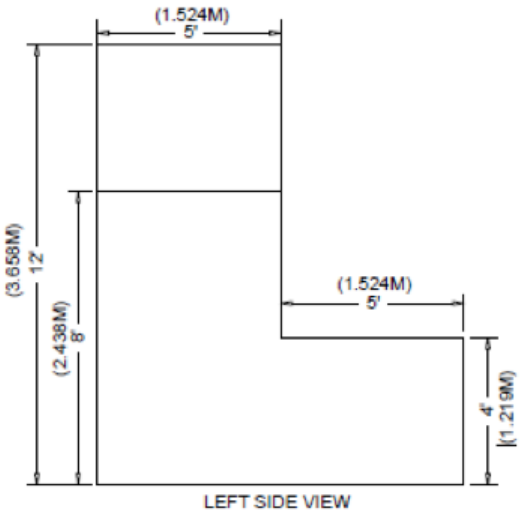
INTENT: Because the outer perimeter booths are not backed up against another exhibitor's booth, back walls and materials over 8'3"(2.5m) will not interfere with or distract from any other exhibit booth.

DEPTH:
All display fixtures over 4'0" in height and placed within 10 linear feet (3.05m) of an adjoining exhibit must be confined to that area of the exhibitor's space which is at least 5'0" from the aisle line.

INTENT: Each exhibitor is entitled to reasonable sightline from the aisle regardless of the size of exhibit. Exhibitors with larger space- 30 linear feet or more (9.14m) or more- should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 linear feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.



PERIMETER BOOTH



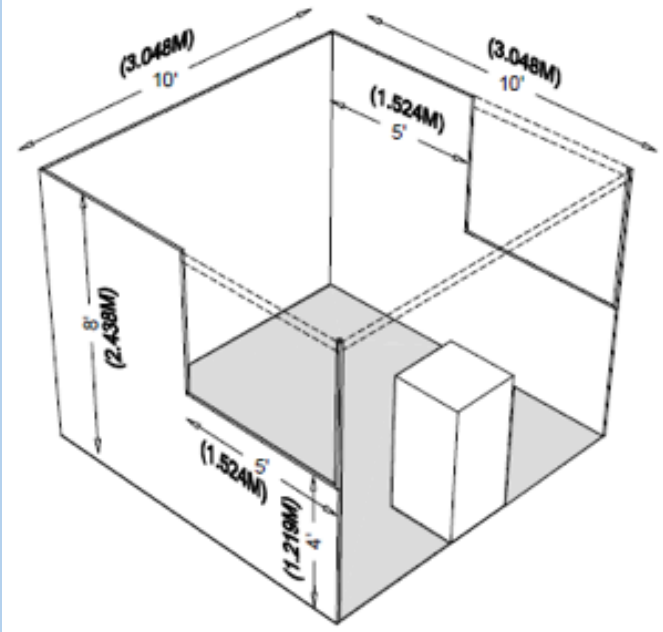
LEFT SIDE VIEW

IMPORTANT:
If requesting a perimeter wall location to take advantage of the 16' height allowance, please be certain the exhibit floor plan does not indication any obstructions such as an overhang ceiling. Exhibitors considering a perimeter-wall booth in order to take advantage of the extra height permitted should design their exhibit so that it can be used either at the 8'0" height or the 16'0" height, to maximize use at future shows, in case a perimeter wall space is not available.

All common walls above 8 feet, for any booth type, will need to remain graphics free on any side facing an aisle, or neighboring booth, and must have a clean, finished look from all viewing points.

CANOPIES & CEILINGS *(Booth Approval Needed)*

Canopies, including ceilings, umbrellas and canopy frames, can either be decorative or functional (such as to shade computer monitors from ambient light, or to allow for hanging products). Canopies for linear or perimeter booths should comply with the line of sight requirements.



CANOPIES & CEILINGS

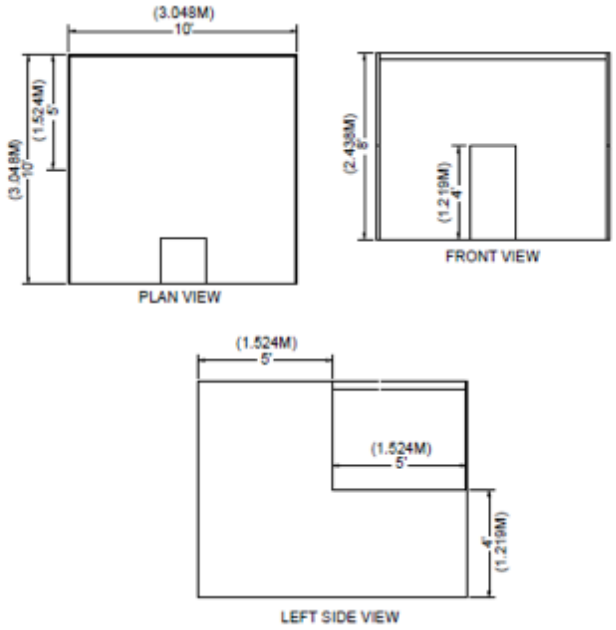
HEIGHT:
Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part of.

INTENT: Exhibitors requiring canopies or false ceilings to create the desired exhibit environment within their booth space should be allowed to do so as long as the canopy and its support structure does not violate the intent of the height or depth regulation.

DEPTH:
Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed 3" in width when placed within 10 linear feet of an adjoining exhibit and not confined to that area of the exhibitor's space which is at least 5'0" from the aisle line. Furthermore, canopies, false ceilings, or umbrellas will not be used for identification or display purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration.

INTENT: Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

IMPORTANT:
Exhibitors are cautioned when installing display with a ceiling or second level to check with the local fire department and exhibit facility to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.



CROSS-AISLE BOOTH
(Booth Approval Needed)

Cross-aisle booths are standard, peninsula, or island booths with the same exhibiting company, that are located on both sides of an aisle.

BOOTH DESIGN:
All booth design regulations for standard, peninsula, or island booths will apply for this type of space. The exhibitor is not permitted to carpet the aisle. The aisle is not booth space and must be kept clear of all display material, exhibitor personnel, canopies, and may not be used for product demonstrations. Exhibitors with cross-aisle island space may "arch" or "bridge" their display with signage. Such signage must be 12'0" off the floor and must conform to the height restriction and structural integrity. Exhibitors with cross-aisle linear space may not use "arch" or "bridge" their display with signage.

INTENT: Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. Exhibitors adjoining this type of exhibit are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

TOWERS *(Booth Approval Needed)*

A tower is a free standing exhibit component separate from the main exhibit structure. Towers higher than 8'0" must have drawings available for approval by ISSA. Fire and safety regulations in many facilities may strictly govern the use of towers. Permits or safety lines may be required.

HEIGHT/DEPTH:
Towers will be permitted to a height and depth that correspond to the height and depth regulations for the appropriate exhibit configuration of which they are a part of.

INTENT: Towers are a part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. The maximum height and depth regulations have been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest, while also assuring exhibitors who are adjoining exhibits with towers of the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

VEHICLES

All motorized vehicle placements within the exhibit structure will need approval from ISSA. Each facility has specific guidelines that can be found in the ISSA/INTERCLEAN Exhibitor Service Manual. Please direct any questions regarding vehicle placement to ISSA Show Management prior to the show.

SOUND

Exhibitors are responsible to ensure the noise levels from sound systems, or sound producing demonstrations, are kept to a level that does not interfere with neighboring exhibitors. The use of sound producing equipment or sound systems, is an exception to the right and not a right. ISSA reserves the right to determine if noise constitutes as interference and may discontinue it any time.

DEMONSTRATIONS *(Booth Approval Needed)*

REGULATION: Demonstration areas must be organized within the exhibitor's space so as not to interfere with any traffic aisle, and sampling or demonstration tables must be placed a minimum of 2'0" from the aisle line. Should Spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, ISSA will have no alternative but to request that the presentation or sampling be eliminated.

SAFETY PRECAUTIONS: All product demonstrations involving any moving and potentially hazardous machines, displays, or parts must have hazard barriers to prevent accidental injury to spectators. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in the event of an emergency. All demonstrations involving potentially hazardous by-products, such as dust, fumes, sparks, or flames must be approved in writing by ISSA 60 days prior to the show.